

ABSTRACT OF THE DISCLOSURE

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Data terminal equipment 3<sub>1</sub> receives a bonus-attached file including a shop bonus provided to a user, and a bonus identifier for uniquely identifying the bonus, and stores the bonus identifier included in the bonus-attached file. Data terminal equipment 2<sub>1</sub> previously stores another bonus identifier for uniquely identifying the bonus provided to the user of the data terminal equipment 3<sub>1</sub>. Through data communications with the data terminal equipment 3<sub>1</sub>, the data terminal equipment 2<sub>1</sub> requests the bonus identifier on the data terminal equipment 3<sub>1</sub> side. If determining that the bonus identifier received from the data terminal equipment 3<sub>1</sub> is as being the same as the data identifier stored therein, the data terminal equipment 2<sub>1</sub> provides the bonus specified by the bonus identifier to the user of the data terminal equipment 3<sub>1</sub>. In such a manner, the data transmission system is improved in user's usability with no more need for printing coupons.